



STATE OF NEW MEXICO  
**MAGGIE TOULOUSE OLIVER**  
SECRETARY OF STATE

10/18/2023

Re: RFP#40-37000-24-00002 – ADVERTISING CAMPAIGN & MARKETING SERVICES

To whom it may concern:

The Office of the Secretary of State is actively seeking proposals to establish a contract through competitive negotiations for the conceptualizing, design, and implementation of a 2024 statewide advertisement campaign across TV, radio, Online streaming services, print media, and social media. The campaign shall be aimed at educating voters about the potential risks associated with Artificial Intelligence (AI) and its potential impact on the manipulation of election information by malicious actors and offer resources for receiving accurate election information.

Prospective Offerers should register in Bonfire well in advance of the submission deadline of **Wednesday, November 15, 2023**. In order to submit a timely response to this RFP, Offerer must be fully registered in the Bonfire System. It is the Offeror's responsibility to ensure the registration process is completed in enough time to upload its proposal documents by the deadline.

The registration page may be accessed via the following link:

<https://sos.bonfirehub.com/projects/109865/details>

If there are any questions, please contact the Procurement Manager via e-mail at [justin.oshea@sos.nm.gov](mailto:justin.oshea@sos.nm.gov).

Sincerely,

A handwritten signature in black ink, appearing to be "Justin O'Shea".

Justin Patrick O'Shea, MPA, CPO | Chief Financial Officer  
New Mexico Office of the Secretary of State  
325 Don Gaspar, Ste. 300 | Santa Fe, NM 87501